



Campaign Labour Wiki – How to use the toolkit

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Listen

- People are rarely persuaded by facts alone
- People often don't even hear facts – they switch off
- Try to let the person have their say
- Never say “but that is simply not true”
- Knowing facts builds your confidence, but throwing them at somebody doesn't build their confidence in you
- Let the person come to you. Let them speak!
- Feel at liberty to say “I see your point, but I disagree”
- Don't then say why you disagree... try to get them to ask you
- If they ask, then be calm. Try to connect the fact to their life.
- Always look at the person when they are responding
- Let them interrupt you (mostly)

People like to be listened to

Connect

- Connect the person to the achievements that are being lost
- Help them to own the good things, for example “when you consider all the great things your generation achieved, it is so sad to see them being lost”
- Empathise
- Discuss
- Relate to real life experiences that have effected them and you
- Even if they have shown no outward signs of being persuaded... say “this has been an enjoyable conversation. It was good to hear your views”

Always remember people are persuadable by openness

Detach

- People don't like being told their voting decision caused pain
- Making people feel guilty rarely works
- The Tory party now is not what they once believed in
- It is anti everything it once stood for
- Talk to them calmly about this (I can provide examples for you)
- Detach them from their historical voting decisions

Nobody wants to be made to feel guilty for their good intentions

Talking with family and friends

- All the previous points on Listen, Connect and Detach
- On the listening front you can say “you know it really surprises me to hear you say that”
- When they ask why say “because you are a compassionate / unique / caring person and it just surprises me you have that view
- This makes them think about their view and not want to disappoint you
- Let them talk about why they hold that view and then you can introduce facts
- The facts then have a place because they connect with their view of themselves

Views can be a habit and you can question that habit

What never to do

- Sneer or act holier than thou – never!
- Don't feel like you have to explain yourself. Let the person come to you
- Don't rush. Campaigning is not a duty – it is reaching out with compassion
- Never feel hurt if the person becomes dismissive. This is often the person testing you as an individual
- Don't assume you haven't made an impact
- Never try to put somebody off voting because you realise they are against the LP (This is subtle – I can explain in the presentation)

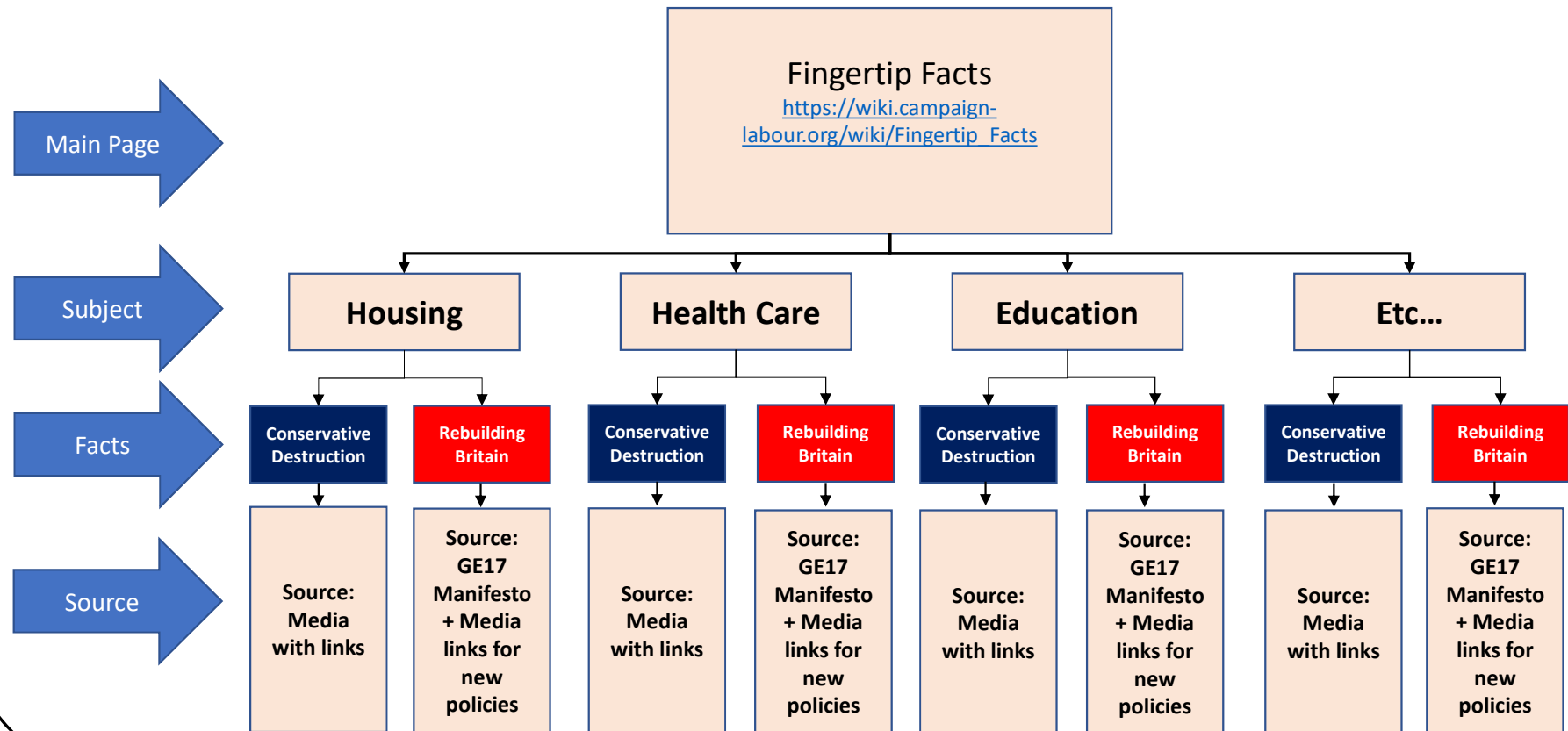
Views can be a habit and you can question that habit

Benefits of Campaign Wiki

- It is not for throwing facts at people, it is to make you confident that you know the facts
- It allows you to quickly answer genuine questions
- It ingrains the need to rid this country of the Tories / Lib Dems
- It inspires you because you know why it is important
- It allows you to connect Tory cruelty to people's life experiences
- It informs you!
- Easy to know exactly what the manifesto says

Remember, as a whole people are not persuaded by facts

Fingertip Facts Flow Diagram



WALKTHROUGH THE TOOLKIT